



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

WPXI

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 330964

Schedule Dates

09/12/12-09/17/12

Advertiser

Pol/R Casey/D/US Senate (16759)

Agency

Shorr & Associates (2909)

Product

Political - Federal Candidate (1067)

Brand

POL/R CASEY/D/SEN/PA (134170)

Salesperson

Telerep/Washington DC, Washington DC (1040)

Sales Office

Telerep/Washington DC

Buyer Name

D'ETTORRE, MICHAEL

Phone/Fax

/

CPE

N/A

Account Types

National/Political

Billing Type

Standard

Comments

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered

09/11/12

Last Modified

09/11/12

Entered By

Jennifer Stewart

CO-OP

Yes

Headline #

06311203

Demo

Normal

Order Type

15.00

Package Deal

\$10,222.50

Commission %

\$57,927.50

Commission

Net Total

Sales Tax

Pittsburgh (WPXI)

By Broadcast Month

Sep. 2012

Spots

54

Rate

\$68,150.00

Grand Total:

\$68,150.00

Replacement of

OF

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	5:29A- Channel 11 News 530am				1	1	1			3	\$750.00	\$2,250.00	Pittsburgh (WPXI)	NEWS 530A-6A/1	9/11/12
2.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	5:29A- Channel 11 News 530am	1	1							1	\$750.00	\$750.00	Pittsburgh (WPXI)	NEWS 530A-6A/2	9/11/12
3.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	5:59A- Channel 11 News 6am				1	1	1			3	\$1,100.00	\$3,300.00	Pittsburgh (WPXI)	NEWS 6-7A/3	9/11/12
4.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	5:59A- Channel 11 News 6am	1	1							1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	NEWS 6-7A/4	9/11/12
5.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	7A- 8A (EST)				2	2	2			6	\$850.00	\$5,100.00	Pittsburgh (WPXI)	TODAY 7-8A/5	9/11/12
6.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	7A- 8A (EST)	2	2							2	\$850.00	\$1,700.00	Pittsburgh (WPXI)	TODAY 7-8A/6	9/11/12
7.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	8A- 9A (EST)				2	2	2			6	\$800.00	\$4,800.00	Pittsburgh (WPXI)	TODAY 8-9A/7	9/11/12
8.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	8A- 9A (EST)	2	2							2	\$800.00	\$1,600.00	Pittsburgh (WPXI)	TODAY 8-9A/8	9/11/12
9.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	10A- Ellen				1	1	1			2	\$450.00	\$900.00	Pittsburgh (WPXI)	ELLEN/9	9/11/12
9.0.1	Closed Preempt	09/12/12															Pittsburgh (WPXI)	Marked as Did not Air/Spot	
10.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	10A- Ellen	1	1							1	\$450.00	\$450.00	Pittsburgh (WPXI)	ELLEN/10	9/11/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 330964

Schedule Dates

09/12/12-09/17/12

Advertiser

Pol/R Casey/D/US Senate (16759)

Agency

Shorr & Associates (2909)

Product

Political - Federal Candidate (1067)

Brand

POL/R CASEY/D/SEN/PA (134170)

Salesperson

Telerep/Washington DC, Washington DC (1040)

Sales Office

Telerep/Washington DC

Buyer Name

D'ETTORRE, MICHAEL

Phone/Fax

/

CPE

N/A

Account Types

National/Political

Billing Type

Standard

Comments

BOB CASEY 9/11

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

09/11/12

Date Entered

09/11/12

Last Modified

Jennifer Stewart

Entered By

Yes

CO-OP

06311203

Headline #

Normal

Demo

15.00

Commission %

\$10,222.50

Commission

\$57,927.50

Net Total

Pittsburgh (WPXI)

By Broadcast Month

Spots

Sep. 2012

54

Grand Total:

54

\$68,150.00

Rate

\$68,150.00

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Accepted-Station:

Date:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 330964

Schedule Dates

09/12/12-09/17/12

Advertiser

Pol/R Casey/D/US Senate (16759)

Agency

Shorr & Associates (2909)

Product

Political - Federal Candidate (1067)

Brand

POL/R CASEY/D/SEN/PA (134170)

Salesperson

Telerep/Washington DC, Washington DC (1040)

Sales Office

Telerep/Washington DC

Buyer Name

D'ETTORRE, MICHAEL

Phone/Fax

/

CPE

N/A

Account Types

National/Political

Billing Type

Standard

Comments

BOB CASEY 9/11
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 09/11/12
Last Modified 09/11/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06311203
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$10,222.50
Net Total \$57,927.50
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Sep. 2012 54 \$68,150.00
Grand Total: 54 \$68,150.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
22.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	11:34P- TONIGHT SHOW				1	1	1			3	\$925.00	\$2,775.00	Pittsburgh (WPXI)	TONIGHT/22	9/11/12
23.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	11:34P- TONIGHT SHOW	1	1							1	\$925.00	\$925.00	Pittsburgh (WPXI)	TONIGHT/23	9/11/12
24.0	Normal Line / Spot	09/16/12-09/16/12	3	:30	11:30P- Channel 11 News Following Football 1130P								1	1	\$3,000.00	\$3,000.00	Pittsburgh (WPXI)	NEWS FLW F8 1130P-1235A/	9/11/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.